

CONNECT

JANUARY 2020



Family Businesses: A Labor Of Love

How local businesses make it work
and bridge the generational gap.

Expert Contributors

Featured in Connect

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Quality Car Wash

Culture and Leadership

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Letter from Jane Clark

President, Michigan West Coast Chamber of Commerce

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Let's talk about setting goals. No doubt someone has asked you about your resolutions for the new year, and without a doubt, resolving to maximize your Chamber membership should be high on your list. Whether you're an entrepreneur, a small business, a non-profit organization or major corporation, we make it our business to get to know your goals and challenges and find solutions to help.

Throughout this issue, you'll see spotlights on Family Owned Businesses in our community.

Operating these businesses comes with unique challenges and rewards, and the people who run them have great insights to share on leadership, understanding other generations, and the benefits of strong strategic planning. Our FOB members maximize their Chamber memberships by attending the Affinity Group designed to help them share challenges and best practices and they have built valuable relationships with their peers.

How will you maximize your membership this year? We're happy to help you make a plan and to set your business up for success in 2020.

Best Regards,
Jane Clark

Michigan West Coast Chamber of Commerce

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Schreur Printing & Mailing

By Chelsea Scott | Photos by Emily Hostetler

The History

The story of Schreur Printing & Mailing begins in 1946, when George Schreur founded the business upon his return from World War II. George took the initiative to reopen a vacant printing company to support his family. The first operation used wooden typesetting and was downtown Holland on Columbia Avenue. George's two sons, Ted and Don Schreur, continued to increase printing services within the community. In 1996, current owners Tim and Mary Jane Schreur purchased the company and have since moved operations to 10861 Paw Paw Drive, the company's fourth location.

Tim & Mary Jane Schreur

Tim was literally born into the business and always loved working at his dad's print shop. "I took morning classes at Davenport University to study business and worked at Schreur Printing in the afternoons," he remembered. "I enjoyed learning equipment, how things worked, and that projects were similar but very different at the same time. I loved the fact that what we printed went out into the community and helped organizations and companies meet their goals." That community is a big

part of Tim and Mary Jane's inspiration. "We often have the unique opportunity to be 'in the know' early on in new projects, company initiatives, or are asked to find an out of the box solution," Tim shared. "There is so much creativity around here!" But whether it's printing an exciting top-secret announcement or helping a new business develop logos, graphics or signs, every project has its own interesting story and unique path. Tim and Mary Jane say that an individualized approach is the key factor to serve each client. "We visit with clients, brainstorm and develop ideas that in turn helps them clearly communicate their message," Tim explained. "We love seeing the impact print communication has to support organizations grow through sharing their story. It's exciting to see businesses flourish, hearing how they have had a successful event or sale from print marketing we provided."

Owning and running a business as a husband and wife team requires a certain amount of finesse, but Tim and Mary Jane say the upside is worth it. "No doubt, working together impacts our business, personal and family life 24-7," Mary Jane said. "We have learned how to support each

other through tough times and also hold each other accountable." Owning their own business has afforded them the flexibility to invest in their family, "from attending our kids' soccer games to always having a job for our boys," Tim explained. "As our kids are now entering adulthood, seeing their work ethic, from taking extra time to get the job done to understanding when a tough decision has to be made, we believe being a part of a family-owned business has taught them to look at the larger business picture to take care of each client."

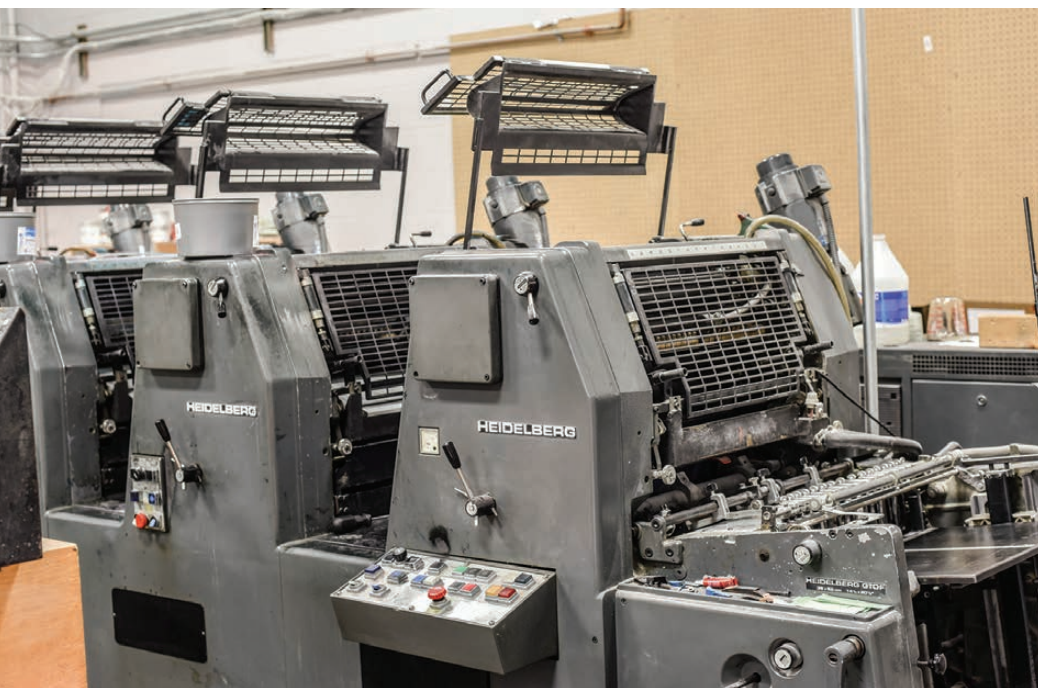
Keys to Success

Teamwork is the name of the game at Schreur Printing & Mailing, simply because it's essential to attain their goal of helping customers grow and prosper in their businesses. "The teamwork I hear daily between our employees is incredibly rewarding," Tim offered. "They do such a great job taking care of multiple projects at the same time. I love hearing our team work together to create the look or provide solutions to print communication challenges that ultimately helps clients get what they want."

And of course, teamwork only works well when you have the best people working with you. "We have a great staff!" Tim effused. "Investing in our team to grow and support each other strengthens the support and help they are able to give clients." In addition to helping clients hit print projects out of the ballpark, "seeing our team work together and laugh together is the best part of my day," said Tim. That professional will and positive culture is rewarded with an annual holiday team dinner, flexible time to spend with family/children's activities or an appointment and celebrations for each team member's birthday.

Giving Back

Schreur Printing & Mailing is dedicated to giving back to the community by supporting local nonprofits through print donations and active involvement. "We have supported Good Samaritan Ministries' Wild Run since the inaugural race," Mary Jane said. "I have been on the planning committee and actively support as needed." Additionally, they support Critter Barn



and their annual Live Nativity, Community Action House through printing Walk for Warmth posters and Resilience and their Le Style de Vie. “Another way we give back is by participating in Manufacturing week by having several student groups tour our facility and view some demonstrations of our process and equipment,” Tim said.

West Coast Chamber

As Chamber members, Tim and Mary Jane don't miss an opportunity to maximize their membership. Tim has been on the Chamber Ambassador committee for the past several years. “Working with this great group of people builds strong connections to create opportunities to learn from other businesses, provide assistance as needed and to become a resource,” he shared. “Having the opportunity to be a part of new business ribbon cuttings allows us the opportunity to have a deeper understanding how businesses are growing and their vision.”

Mary Jane sang the praises of the Inspiring Women group, which has given her the opportunity to meet, visit and learn from motivating women to hear their career journey. “Each journey gives the opportunity to learn and put into practice that were learned from their experiences,” she said. “I am also involved with the Chamber as a mentor. My mentees have challenged me to continue to learn to be a leader and to look for ways to develop our team.”

Both Tim and Mary Jane have been involved in the Chamber's Family Owned Business Affinity group. “We're grateful that this group allows owners to have open discussion to address challenges and how to build for the future and a great place to work,” said Tim.

What People are Saying

“Needed a little help with design and printing. Schreur team came through for us with flying colors.” – Joseph.

“Working with Schreur Printing is always a pleasure. They do great work and work well with a tight turnaround time. I highly recommend!” –Spring S.

“Schreur Printing did our window graphics for our new office and did an amazing job!! They took extra time to ensure it was done perfectly.” –John D.

“Customer service is great and so is the delivery!” – Hannah O.



Looking ahead, Schreur Printing & Mailing will be sticking closely to the model that has served their clients well, while continuing to look for ways to enhance and improve their offerings. “As we continue to listen and understand clients' needs, we increase our press capabilities, mailing services, banner, car graphics and signs,” Tim said. “We aim to increase capabilities and to serve

clients better, continue to grow as a team, hone our skills at our trade and improve turnaround and quality to put the customer first.”

Schreur Printing & Mailing is located at 10861 Paw Paw Drive in Holland. Reach them at 616-392-4405 or www.schreurprinting.com.

Meet more family owned businesses in the Family Owned Business Spotlights article on pg. 16



Walk in the Shoes of a Construction Marketing Professional

By Bethany Stover, Town & Country Group Marketing Manager

I walked into the warehouse the morning of my first day at Town & Country Group with my high heels, skirt, and blazer ready to tackle whatever came my way.

“High heels in construction?” I was asked.

“Don’t worry,” I said. “I have my steel toes in my van.”

That, in a nutshell, is my work life as a marketing professional in construction. I’ve heard before, and have said myself, marketing people wear many hats. We handle and coordinate events, press releases, media proposals, community events, and educational opportunities while communicating through video, print, social media and in-person.

More accurately, marketing professionals in construction wear many shoes. I know this from experience. I wear high heels for business events and office attire; steel-toed boots for visiting work sites, ground-breakings and ribbon cuttings; tennis shoes when I’m in local high schools educating our next wave of skilled professionals, and occasional slippers when I’m hunkered down at my desk for long hours and nobody can see my feet.

My skill-set is vast and versatile, just like my wardrobe. Being a woman—and a mother of four—in construction can have challenges. Working at Town & Country Group has alleviated any concern I had about a work-life balance in a male-dominated industry.

I never thought I’d work in construction, not when I was

working at The Grand Rapids Press/MLive for the first nine years after college. But marketing had always interested me—I minored in it at Grand Valley State University—and I’ve always appreciated the blue-collar nature of the construction industry.

I’ve developed a deep appreciation for skilled-trades professionals. They work with their hands and brain, in unison, to create the very structures where we work, heal, worship and live—buildings that will stay standing long after we have passed on. Town & Country Group’s skilled electricians and technicians play a specialized role in constructing those buildings, and I’m proud to showcase their abilities through my work.

Marketing needs vary based on the product, company or industry. In construction, it has as much to do about showcasing our workers’ expertise and abilities to the community as it does about the next job. At Town & Country Group, we have talented people that are passionate about their work—and it’s my job to tell and show their story and skillsets. I work daily to show a glimpse of what our men and women do in the field.

When I’m in a school, talking to middle school-aged kids or high schoolers, I try to create a vision of what they don’t often hear: college isn’t the only pathway to an amazing life. Construction professionals are in high demand, and I tell the students they can have a well-paying job, with great ben-

efits, matching 401K, vehicles and other perks—without the debt that college often brings.

Perhaps when presented with another avenue to thrive in, these students do what I did four years ago and fall in love with this industry. Now at Town & Country, I’ve found an environment where I can cultivate relationships, embrace what I do daily and excel regularly. From the top down, the family atmosphere here has allowed me to be a mother first, and it’s given me the personal

satisfaction needed to do more on the job.

Construction and marketing are part of who I am now, whether or not I’m wearing my heels. Because I assure you, my steel toes are always only a few steps away.

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Is Your Business Set to Succeed?

By Samantha Pepprock

Researchers at GVSU's Family Owned Business Institute estimate there are 5.5 million family-owned businesses in America. Inherently, each of these family-owned businesses faces questions of how the business will be owned and led sometime in the future. Business succession planning is the process by which a family business determines whether, how, and when the business will be passed down to the next generation. It is not an automatic process and is unique to each business, but there are common strategies and considerations among family businesses that increase the odds of a successful transition. Factors to consider when starting the business succession planning conversation are:

- **goals of the business owner and the family**
- **financial needs of the business and the family**
- **transition of management roles**
- **transfer of ownership of business assets**
- **estate plans of the family (if any)**

Preparing early for the transition of the family business is perhaps the single most important step. By starting early, the generation transitioning out of the company allows time for the candidates within the future generation time to develop and prove themselves worthy and capable of leading the business into the future. Although it looks different for each enterprise, it is imperative that current leadership plan for a person or team of people to be

in a position to lead when the time comes.

Alternatively, it is possible that rather than the next generation of family taking over, the owner of the family business intends that it be sold and that the proceeds of the sale itself be the legacy to the family. This requires different considerations than a transition within the family. A number of mechanisms exist to plan for the future sale of the business all at once, or over time to a third party. Buy-sell agreements are the common name for the contracts which describe how this transition will take place.

Business succession always has tax consequences, the impact of which may be reduced significantly through skilled planning. As with most plans, time is usually an advantage for tax planning, so starting early is key. Engaging accountants and attorneys skilled in business, tax, and estate planning will give you the best chance at developing a successful plan. Business succession may have an impact on income tax, estate tax, generation-skipping tax, and gift tax, so it's important to align with professionals familiar with, and trained to plan for, all such taxes.

In preparation for business succession, regardless of whether the business stays in the family or is sold to an outside party, having a proper valuation or appraisal of the business is



very important. This serves to avoid guessing as to the value of the company or its stock, it assures a fair sale price is received if it gets sold, and it helps preserve the record if the IRS challenges any transfers.

Business succession planning is critical to the business's owners, its employees, and

the community it serves. If you would like to start the conversation, contact the business, tax, and estate planning lawyers at Smith Haughey today.

Samantha Pepprock is a transactional attorney at Smith Haughey's who focuses her practice on representing clients in matters related to estate planning, business, real estate, and immigration.

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Setting Goals

By Mandi Brower, Chief Operation Officer and Dan Ebels, Director of Marketing

One of our leaders told me that his goal for the new year was to become a better leader. It warms my heart to hear that as our company vision is to enrich lives, add value and serve communities. This goal of becoming a better leader aligns perfectly with our vision.

As business leaders, goals and visions are what we use to drive our business. In this article are two things we think are important when it comes to setting goals. It is important that we make Smart Goals and that those goals are accompanied by a Plan of Action.

George Doran defined a smart way to write corporate goals. He used SMART as an acronym for Specific, Measurable, Achievable, Realistic and Time-bound. While the goal of becoming a better leader is a great thing to strive for, it is not a smart goal. Here's why...

Specific *What, specifically, does it mean to be a better leader?*

Measurable *How do we measure if the leader became better?*

Achievable *When you really look at it, what are you achieving?*

Realistic *Yes, this goal is realistic if you knew what you actually needed to do.*

Time-Bound *When and what are the deliverables that need to be completed?*

Even though it felt all warm and fuzzy at first, you can clearly see, it is not a very smart goal. Let's change this into a SMART goal.



SMART Goal: To read one book on leadership, per month, for an entire year and apply at least one thing from each book in my daily work.

- Is this goal Specific? Yes.
- Is this goal Measurable? Yes.
- Is this goal Achievable? Yes.
- Is this goal Realistic? Yes.
- Is this goal Time-bound? Yes.

After you have confirmed your goal is SMART, it is time to put it into a Plan of Action. A plan of action is a document that defines the steps needed to complete each goal. We break down these steps into quarterly segments that tie into our team member evaluation process. Part of creating a plan of action is creating a vision board (see photo). The vision board is required to be placed in a highly visible area. Each team member brings in photos/images that are important to them and are daily reminders of their goals.

Not only are smart goals important for you and your leadership team, it is important that every team member within your organization create SMART goals and a plan of action. It doesn't matter what their role is, it is investing in each and every one of your team members. It is not just about their productivity, it is about creating a better life and a better future for each team member.

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Michigan West Coast Chamber of Commerce Awarded with 5-Star Accreditation from the U.S. Chamber of Commerce

The U.S. Chamber of Commerce has awarded the Michigan West Coast Chamber of Commerce with the Five-Star Accredited designation, the highest such designation in the Chamber industry. "Our team is passionate about being a catalyst, convener and champion for our community. We work very hard to keep our members' needs front and center, which drives us to stay ahead of the curve in providing exceptional service and innovative programming and communications. The U.S. Chamber Accreditation designation affirms that we are doing great things for the good of our members and our community," said Jane Clark, President of the Michigan West Coast Chamber of Commerce.

Accreditation with the U.S. Chamber of Commerce is the only program of its kind that defines excellence in chamber planning and recognizes chambers for outstanding contributions toward positive change in their communities. The purpose of the U.S. Chamber's Accreditation Program is to facilitate continuing excellence in the chamber industry and to foster a pro-business environment across America.

Accreditation is the only national program that recognizes chambers for their effective organizational procedures and community involvement. In order to



receive Accreditation, a chamber must meet minimum standards in their operations and programs, including areas of governance, government affairs, and technology. This extensive self-review can take 6-9 months to complete.

"Only 217 chambers carry this distinction out of approximately 7,000 chambers in the United States. And only 127, less than 1 percent of these chambers are accredited at the highest 5-Star level," added Clark. "We achieved a perfect score in five of the nine sections: governance, program development, technology, communications, and facilities. This designation is the West Coast Chamber's second time to be recognized and we are very proud of this accomplishment."

Local chambers are rated Accredited, 3-Stars, 4-Stars, or 5-Stars. State chambers are recognized as either Accredited State Chamber or Accredited State Chamber with Distinction. The final determination is made by the Accrediting Board, a committee of U.S. Chamber board members.





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January Calendar of Events

January 10, 2020

Advocacy in Action Public Policy Committee Meeting

@West Coast Chamber Learning Lab
Come join discussions about the issues that affect you and your business.
Time: 8-9:30am
Cost: FREE

January 14, 2020

Economic Forecast Signature Event: Wake Up West Coast

@Holland Civic Center Place
Learn from a panel of experts who will share the forecast for our local and state economy.
Time: 7:30-9am
Cost: \$25 Member / \$45 Non-member
Presenting Sponsor: Chemical Bank
Venue Sponsor: VenuWorks Civic Center Place

January 16, 2020

Employment Law Update with Miller Johnson

@Howard Miller Community Center
Updates on Labor and Employee Benefits, and discussion on Reduction in Force.
Time: 8:30-11:30am
Cost: \$75 Chamber Members / \$105 Non-members



January 17, 2020

Maximize Your Membership

@West Coast Chamber Learning Lab
Come learn how to utilize your membership for maximum effectiveness.

Time: 8-9:30am

Cost: FREE

Sponsor: Accident Fund Insurance

January 20, 2020

Advocacy in Action Governmental Affairs Breakfast

@Alpenrose Restaurant
Your opportunity to dialog with our local elected state and federal legislators.
Time: 7:30-8:30am
Cost: \$25 Chamber Member / \$45 Non-member

January 23, 2020

Zeeland Affinity Group Meeting

@Spectrum Health Zeeland Community Hospital
DISHER will inspire you with proven ideas and useful tools to help your organization build a thriving culture.
Time: 7-8:30am
Cost: \$10 Member / \$30 Non-Member
Sponsor: Spectrum Health Zeeland Community Hospital



Power Breakfast Participants

January 30, 2020

Power Breakfast

@Boatwerks Event Center
It's a power networking session, followed by expert networking coaching.
Time: 7:45-9:30am
Cost: \$25 Member / \$45 Non-Member / \$75 Display Table



For a full listing of events, visit www.westcoastchamber.org/events.



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Meet Members of the 2019-2020 Class of West Coast Leadership



Jennifer Bryant

Greater Ottawa County United Way

What's Special about where you work?

I work at Greater Ottawa County United Way. I have been there for a little over a year. United Way is special because it believes in wrapping around the community & lighting it up

Why are you excited to be in this year's class?

I am excited to be a part of this group because I am new to this area and I want to learn more and connect more in the Holland and Zeeland area.

What's your definition of Leadership?

I define Leadership as the ability to inspire action in others.



Mary Cook

Herrick District Library

Are you a native to Holland?

I live in Hudsonville and I have worked in Holland for nearly 12 years.

What's Special about where you work?

I love working in a library—what better place to allow different perspectives and experiences and share those!

How did you first hear about WCL?

Other staff have been through the program and HIGHLY recommended it.

What's your definition of Leadership?

Leadership is first taking care of yourself so you can help others grow in their own skills



Melissa Fochtman

Smith Gas Liquids Company

Are you a native to Holland?

I've worked in Holland 4 years, and lived here one year.

Have you been involved with the chamber before beginning WCL?

I had attended a few leadership activities and Wake up West Coast Breakfasts.

What's your definition of Leadership?

A leader is a catalyst who inspires and drives things forward through an all-encompassing skill set—putting people first, communicating, and having foresight for example.



Matt Hamm

Horizon Bank

What's Special about where you work?

I get to work for an organization that puts their customers and employees at the forefront of their business model. We get to truly focus on helping clients and each other reach their franchise goals. I have been there for less than one year.

How did you first hear about WCL?

Through coworkers and friends who also went through the program. Also through various events where WCL was highlighted.

Why are you excited to be in this year's class?

This program has and continues to attract busy professionals who CARE—my type of crowd! The impact we can implement in the future starts with this class—that's very powerful. These people and the Chamber truly care about Holland.



Ross Haveman

Haveman Electric

What's Special about where you work?

We have been serving the lakeshores electrical needs since 1955. I have been there since 2008

Why are you excited to be in this year's class?

I'm looking forward to learning more about the community that I sometimes take for granted and think I know it by living here; to meet leaders and elements outside of construction and learn from them.

What's your definition of Leadership?

Leadership is someone who can train more leaders.



Brad Haverkamp

Chemical Bank

What's Special about where you work?

We are building the premier bank in the Midwest. I joined in April 2018

How did you first hear about WCL?

From everyone! It has a great reputation.

Why are you excited to be in this year's class?

I'm so excited to learn more about this community, to increase my engagement with this community and to build meaningful relationships with my classmates.

What's your definition of Leadership?

A leader serves first. They have the clarity to communicate, collaborate, set a vision, and drive results.

FAMILY OWNED BUSINESS SPOTLIGHTS

There are approximately 5.5 million family businesses in the United States, ranging from small to mid-size to corporate giants. There is a business model that brings unique challenges and rewards and requires a strong dedication to pass leadership from one generation to the next. What successful family businesses have in common is a strong sense of purpose. Meet three Chamber family-owned businesses that have learned as they've grown, and built cultures of trust, communication, and innovation. If their stories resonate with yours, consider joining the Family Owned Business Affinity Group. (Information at www.westcoastchamber.org/affinity-groups)

Boileau Communications

14 W. 8th Street, Suite 210, Holland
616.786.4461
www.boileaucommunications.com



“At Boileau, being family owned is beyond the last name. We show it in how we treat each other and our clients.”

Boileau Communications was never supposed to be what it is today. With his kids still in high school, Randy Boileau started the business as a classic PR consultancy in his home office after a long career in corporate communications and public relations. His plan was simple—find a way to bring his years of experience to clients he truly enjoyed and on projects he was excited about.

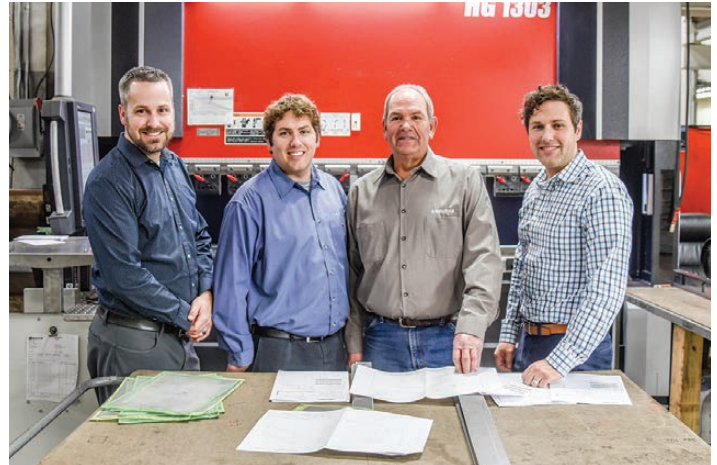
Within a few years however, Randy found that time-after-time his clients wanted more than just PR and strategy. It wasn't long before Boileau Communications also offered marketing communications materials and website development—first as a virtual firm model through freelancers, but then by growing a team.

It was more by happy circumstance than by design that both of Randy's twin sons, Vince and Erich, had an aptitude for communications. Vince had a passion for film and worked at a local video production house. Erich, a writing major, had developed a knack for website development. As Boileau Communications grew beyond PR, his sons had the skills the business needed. It didn't take too many conversations around the dinner table for everyone to see the writing on the wall.

“Even though Randy never planned on creating a family business, he grew a great one,” says Vince. “The team at Boileau still does exactly what Randy set out to do.” The team is a tight-knit group of people with diverse thought and skills, but shared values. They work for clients they enjoy and on projects they're excited about.

Impact Fab

3440 John F Donnelly Dr, Holland
616.399.9970
www.impactfab.com



Dave and Ross Haan of Impact Fab, a custom fabrication shop in Holland shared their insights on the rewards of working as a family, as well as advice for those considering the family owned business journey. For Dave, who began the business in the Haan family garage in 1994, watching his sons growing, innovating, and building their own business network has been a great reward.

“Ultimately, we are a family and that remains the most important thing. Making sure all team members are cared for, valued and respected is the number one priority.” – Ross Haan

Dave's strategy for preparing his sons to work in the family business is rooted in faith and practicality. This starts with praying for them, loving them and exposing them to all facets of the business. “We also had a standing rule that they needed to work outside the family business for at least two years before joining full-time. And even then there needed to be an open position that they were qualified to fill and desired to have.”

The family has learned that successfully working with family means giving each other lots of grace and working towards understanding different ideas. The key piece of advice that Ross shared for those considering going into business with family is “Never assume. It's very important to ask the hard questions and have conversations on the front end so there are not misunderstandings or missed expectations.” Impact Fab also uses outside counsel for succession planning, so they can help develop a written and documented plan.

Mannes Body Shop

500 Chicago Drive, Holland

616.392.4551

www.mannesbodyshop.com



“Family business done well carries high-level focus, long-term commitment, and unbreakable strength and resiliency.”

When Kerri Johnson of Mannes Body Shop reflected on the importance of family-owned businesses in our area, and what it takes to make them work from both a business and family perspective, she noted that working with family is a unique culture to balance. Depending on each other to make the business successful requires a substantial amount of trust balanced with the pushes that encourage each other’s strengths and help grow individual abilities. It’s part of their culture to work hard, rise through conflict, and hold each other accountable to what is good. “At the end of the day, we go home and become stronger and better people.”

Mannes Body Shop’s mission statement is: “keep forward with intention and integrity to serve others with excellence.” These words hold true in navigating generational differences as well. Continual conversation grounded in integrity and respect, verses reactionary emotion, helps keep both the business and the family-relationship forward moving. They also bring in trusted professionals to help establish boundaries as they transition and navigate changes of vision, process, and leadership-role-shifts.

On being a family-owned business in West Michigan, Kerri commented, “We deeply care about the local effort. We live here. We use our business to invest back into organizations and efforts that work hard to create value within our greater community. Our customer is not just another job. It’s the people we do life with here in West Michigan.”

GOLD SPONSOR SPOTLIGHT

Gold Sponsor Spotlight: BPW



Recognizing the Holland Board of Public Works for supporting the mission of the Chamber as a Gold Premier Partner of the Michigan West Coast Chamber of Commerce.

Holland Board of Public Works provides local, reliable, efficient and essential utility services for the greater Holland area, including electricity, water, wastewater, and broadband. As a public utility, everything Holland Board of Public Works does is an investment in the community—continuously improving our own city and surrounding townships. Our reliable services and competitive rates contribute to the many factors that make Holland a favorable location for commercial and industrial organizations. Hear what local businesses say about them at www.hollandbpw.com/electricity#reliable.

www.hollandbpw.com



NEW MEMBERS

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tcortese7@gmail.com
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Greg Meyer
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Greg.Meyer@metrogr.org
Health Care

Rainstar Capitol Group

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Rhodes to Success LLC

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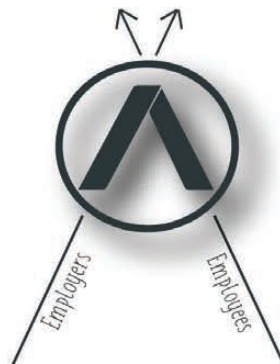
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Fireside Chat with Holland's New Mayor, Nathan Bocks



What is your vision for the City of Holland?

I believe we are on the cusp of our next great phase of growth and development. Every year more and more people choose Holland as their home. If we are going to continue to grow, we must be proactive in addressing our housing challenge. We must also work to develop a regional transportation system to get our residents from the jobs they have to the homes they need.

One of the brightest spots in our future is our waterfront. Connecting our residents to their waterfront must be a collaborative effort between the public and private sectors. All stakeholders must have a voice in creating a waterfront that provides public access and recreational opportunities together with commercial, residential and industrial development.

We are an ever-changing, increasingly diverse community. As Holland continues to grow and develop, we need to continue to work to celebrate the value of everyone who calls Holland home. By embracing our differences and working together we can make the vision of Holland's bright future a reality.

How do you plan to work with the local business community?

I have been a small business owner in Holland for 27 years, owning and operating Central Park Law, specializing in estate planning, real estate development, and small business planning. I talk to and work with members of Holland's business community every day as part of my work. Holland has a strong foundation built on public-private partnerships. I want that to continue. We have a generous, forward-thinking corporate community, firmly invested in the success of Holland. I will continue to work with business leaders,

large and small, to foster an environment and promote projects that will build on the success of previous generations.

How do you see our various local governments working together to build projects, provide amenities, and create operational efficiencies?

Collaboration with surrounding governments will be key to the success of our region. Almost 20 years ago I helped organize Leadership West Michigan, a collaborative effort of area chambers of commerce to encourage leaders to think regionally and work collectively. We must partner with our neighbors on housing, transportation, and development issues for the benefit of all. The more we talk with each other and work together, the more we will learn that there is strength in partnership and collaboration.

How do you see yourself working with the West Coast Chamber?

For many years I was a trainer in the West Coast Leadership Program. In fact, it was on graduation day, as a member of the 1999 leadership class that I first made my commitment to run for Mayor of Holland. I owe much of my business success and community involvement to relationships that were

born out of West Coast Chamber events and programs. The Chamber has always been a key player in Holland's growth and development. As Mayor, I want to be a conduit for communication and a catalyst for collaboration between the Chamber and other key players in Holland's success.





Beechwood and Zeeland Dry Cleaners Keeping Our Community Clean and Pressed



People who only associate West Coast Cash Gift Certificates with shopping and dining might be surprised to learn about the very practical uses for the certificates. It can be spent on things like gas, car washes, and even getting your laundry done. Yes, Beechwood Dry Cleaners, Lakewood Dry Cleaners and Zeeland Dry Cleaners are proud participating merchants in the West Coast Cash program.

Robert TenHarmsel operates multiple locations of this small locally owned business that strives to give customers great quality and service. “I bought my first dry cleaner, Zeeland Dry Cleaners from the Klamt brothers in 1999. It had been family operated since the 1960’s. In 2004 we opened a second location on Lakewood Boulevard, and in 2006 I purchased Beechwood Dry Cleaners. We continue to operate the three to this day, along with a mobile delivery service.” They currently employ 16 people, and many staff members have worked there for over a decade.

There have been a number of changes in the industry since he started in the dry cleaning and laundry business, and he has responded and seen business grow. “Many companies now produce garments that must be laundered instead of dry cleaned. As a result, we increased the emphasis

on our wash and fold service, which allows our customers to have more free time instead of doing laundry. We supply a drop off bag, and customers pay by the pound to have us wash and fold their clothes.”

Robert added, “We also added a door-to-door delivery service in 2010. When we started this program, we managed to grow our customer base by nearly 50%. In the spring of 2020, we will offer free delivery to the Saugatuck/Douglas area as well.”

He reflected that supporting small local businesses means supporting a family in your community. In return the local businesses help sponsor local community events, youth sporting events, and other non-profit events in your town. Robert noted, “Continue to support small business and you will be continuing to support your community at the same time. The staff at the West Coast Chamber really has a passion for helping small businesses in the community. Since I joined the Chamber in 1999, they have continued to support and promote mine and many other small businesses each year. The West Coast Cash program has been a wonderful addition to the many programs the Chamber has set in place.”

Beechwood Dry Cleaners
234 Douglas Avenue,
Holland
(616) 396-1929

Lakewood Dry Cleaners
11539 E Lakewood Blvd
(616) 928-0680

Zeeland Dry Cleaners
118 E. Washington
Avenue, Zeeland
(616) 772-6213

2020 Economic Forecast



2020 Economic Forecast

Tuesday, January 14

7:30 - 9am/Pre-Breakfast networking begins at 7am

Holland Civic Center

Register at www.westcoastchamber.org

Presenting Sponsor: Chemical Bank



Dr. Stacy Jackson, Moderator
The Kenneth J. Weller '48 Professor of Management, Department Chair, Hope College

Stacy Jackson brings more than two decades of teaching experience and nearly three decades of business experience to his leadership of the Department of Economics and Business. Stacy's management and consulting experience includes positions with NASA's Johnson Space Center, Ernst and Young Management Consulting/Capgemini, and Hewitt Associates. His administrative and faculty experience includes positions with Washington University in St. Louis's Olin Business School, Calvin College and the University of Michigan. He joined the Hope College faculty in 2007. He is affiliated with the executive education programs of the Brookings Institution, the Olin Business School at Washington University in St. Louis and the Mendoza College of Business at the University of Notre Dame.

The Chamber's annual Economic Forecast event sells out every year. It's an indicator of the value that members place on being informed for the decision-making that will impact the coming year and years ahead. In response to the demand for this event, the Chamber made the move to elevate it to a Signature event in 2020 and to relocate it to a larger venue. "We take our member's feedback very seriously, and we heard that more people wanted the opportunity to attend. Rather than limit the number of guests at this popular event, we've moved it to the Civic Center where we can accommodate up to five hundred people," said Chamber President Jane Clark. We forecast that the new venue will fill quickly.

Economic forecasting is the process of attempting to predict the future condition of the economy using a combination of widely followed indicators. Economic forecasts are geared toward predicting quarterly or annual GDP growth rates, the number upon which many businesses and governments base their decisions with respect to investments, hiring, spending, and other important policies that impact aggregate economic activity. In laymen's terms, it is trying to understand the potential impacts of certain economic and market events so we can create a high probability of drafting successful policies or positioning ourselves so we're prepared for the potential risks and rewards that might arise.

ECONOMIC FORECAST PANEL

Jennifer Owens,
President, Lakeshore Advantage

Jennifer Owens joined Lakeshore Advantage in 2013, and has more than 15 years of leadership experience in business retention, expansion and attraction working at various state and local economic development positions throughout Michigan. Prior to joining the Lakeshore Advantage team, Jennifer held the positions of vice president at Southwest Michigan First and principal of Consultant Connect, an organization that cultivates relationships between economic developers and location consultants. At Southwest Michigan First, Jennifer led the firm's new business attraction efforts. In addition, Jennifer held key positions at Ann Arbor SPARK and the Michigan Economic Development Corporation.

Dr. Stephen Smith,
Professor of Economics,
Hope College

Stephen Smith's research and writing focus on international trade, global economic development, and growth—topics he addresses both technically and in terms of Christian ethical reflection. He teaches Economic Growth and Development, International Economics, Econometrics, and introductory courses in microeconomics. He also leads the department's China May Term, a travel-study course focused on the economic and business dimensions of China's modern growth. Dr. Smith joined the Hope College faculty in 2016 after teaching for 29 years at Gordon College in Massachusetts.

Jay Wortley,
State of MI Dept. of Treasury,
Retired

In 2017 Jay Wortley retired from serving as the Director of the Michigan Department of Treasury's Office of Revenue and Tax Analysis. In his role he was responsible for advising the administration and Michigan Legislature on economic, tax and revenue issues and projecting state economic and revenue forecasts. Jay Wortley began his career as an economist for the Michigan Department of Management and Budget, which he held for 12 years. After a brief period working for the National Association of State Budget Officers and PriceWaterhouse in Washington D.C., he returned to Michigan as the senior economist for the Michigan Senate Fiscal Agency. He received both his bachelor's and master's degrees in economics from Michigan State University.

Happenings at the Chamber



Scott Patchin sharing best practices for the Entrepreneurial Operating System (EOS).



Manpower employees celebrate relocating and renovating with a ribbon cutting.



A crew of over 50 gathered for Network At Lunch at New Holland Brewing Company.



Local superintendents shared their insight on the talent needs in our education systems.

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